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FOOD SERVICE

A Hand Book for Speakers



CANADA

Help to shatter Germany's threat of starvation.

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Food Controller
for Canada from
the Office of the
King's Printer,
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THE MAIN FACTS.

SUGGESTIONS SPEAKERS ADVOCATING CANADIAN FOOD SERVICE MAY
USE IN PREPARING ADDRESSES.

1. The Armies must have men.
2. The Armies must have food.
3. Victory depends on both.
4. There is a world famine in wheat.
5. There is a world shortage of beef.
6. There is a world shortage of bacon.
7. Canada has abundance of other foods.
8. Britain is seriously menaced by submarines.
9. Canada must eat less white bread and reduce wheat consumption at home by 12,000,000 bushels.
10. Canada must send 25 per cent. more beef and bacon to the Allies.
11. Housewives must absolutely eliminate waste.
12. Every Canadian household should be pledged to Food Service.

We must keep our armies fed—save bread, save beef, save bacon.

TO WIN THE WAR.

THE GENERAL ARGUMENT FOR FOOD CONTROL may be summed up as follows:—

To win the war it is absolutely necessary to defeat Germany's plan of starving Great Britain and the Allies by her illegal use of submarines. The British fleet is blockading Germany and Austria. The Allied armies have established a supremacy over the armies of the Central Powers. Hindenburg's plan of fighting a defensive war on land, while the submarines reduce Britain to starvation and submission, must be defeated.

To do this it will be necessary for Canada and the United States to increase their exports to Britain of the great staples—wheat, beef and bacon. England can convoy and protect supply ships from the North American Continent but cannot spare ships to send to more distant parts of the world like Australia, New Zealand, Argentina and India. The available ship tonnage must be conserved. Two or more voyages across the Atlantic can be made in the time taken to reach Australia.

Many countries, notably Argentina, formerly available to supply meat and bread stuffs to Great Britain are unable to do so this year, even were ships available, owing to crop failures.

It is now calculated that Great Britain, France, and the other Western European Allies, and the men at the front will require a total of 971,000,000 bushels of wheat. Great Britain and the allied European countries can produce but 394,000,000 bushels, leaving 577,000,000 bushels to be supplied by import. The normal consumption of Canada and the United States, the only countries readily available in the present food crisis, would permit the export this year of not more than 207,000,000, according to the latest crop reports. That means a shortage of 370,000,000 bushels for Great Britain and the Allies and a shortage for the soldiers in the field.

If the 370,000,000 bushels shortage had to be provided entirely by Canada and the United States, Canada's proportion would be 25,900,000 bushels or one-half normal consumption. Canadians must make up as large a proportion as possible of their share by substituting other foods for wheat, or the German starvation campaign will succeed. To help do this The Food Controller asks the people of Canada to save 12,000,000 bushels of wheat by economising flour. This will still leave 13,900,000 bushels of this share to be secured from more distant countries.

Similarly with beef and bacon, the other exportable staples. If we do not substitute other foods, of which we have an abundance,—we cannot win the war.

Canada must be worthy of the men of Ypres, Courcellette and Vimy Ridge.

Eat more fish—save bread, beef and bacon for the armies.

LORD RHONDDA'S MESSAGE.

LORD Rhondda (D. A. Thomas) has sent the following message to the Canadian Food Controller:—

“ We look to the resources of Canada and to the indomitable energy of Canadians for an answer that will shatter Germany's threat of starvation. In normal times the Mother Country is dependent on your Dominion for a large part of its food supplies. War has increased that dependence to such an extent that it is now vital for the United Kingdom and the Allies in Europe to obtain from Canada foodstuffs in far larger quantities than under peace conditions. That must necessarily entail effort and far reaching economy with their attendant sacrifices on the part of Canadians.

“ I know that like ourselves at home the pick of your manhood have gone and are going to take their splendid share in the front line of battle and that therefore you are faced with the difficulty of a supply of labour. I also realize that an increased export of food supplies must entail diversion of effort from other enterprises, yet I am convinced that the people of Canada will surmount all obstacles and that the harvest, as far as human labour can achieve, will be a striking demonstration of Canada's efficiency and determination. The willingness of the Canadian people to permit control of their products for purposes of winning the war is naturally welcomed by all the Allies as tending to increase the supply and to regulate prices. The certainty that we can rely on your whole-hearted co-operation, not only in utilizing every ounce of national energy to increase production, but in equitable adjustment of prices gives me the greatest encouragement. I most heartily wish you every success in your all important work.”

FOOD CONTROL IN CANADA.

WHEN early this summer it became known that the food situation of the world was critical and that crops in many countries were wholly or partially failures, food controllers were appointed in the United States and Canada. Hon. W. J. Hanna was selected by the Canadian Government.

The office of the Food Controller was immediately organized at Ottawa.

The collective food experience of the Dominion is being employed to solve the food problem and secure essential food supplies for Great Britain and the Allied armies and nations. There is the closest possible co-operation between the Food Controller's Office, the Federal and Provincial Governments, and national and local organizations of a public character.

There is a Central Advisory Council composed of representatives of the Government, the churches, labour organizations, educational departments and institutions, urban interests, farmers, rural municipalities, and men's and women's organizations.

Provincial machinery has been established through the creation of special Provincial Committees to cooperate with the Food Controller. Each Provincial Committee will include in its personnel representatives of the Government, of the churches, of the schools, of the farmers, of labour, of urban and rural districts, and of men's and woman's associations. In addition, special committees, representing producers, manufacturers, handlers and consumers of food products, have been appointed to investigate and formulate plans for action on individual problems dealt with by the various bureaus of the Food Controller's office. Committees already appointed include the Food Consumption Control Committee, the Fish Committee, the Fruit and Vegetable Committee, etc.

The interior organization of the Food Controller's Office includes: Food Saving Bureau, Food Industries Bureau, Food Distribution Bureau, Information and Statistics Bureau.

Waste in war time is a crime. Save, can, dry, store.

WHEAT, FLOUR, BREAD.

THE chief staple food of Europe is bread made from wheat flour. Great Britain, an industrial nation trading with the world at large, does not grow more than one-fifth enough wheat to feed her own people. Only 5 per cent of the population previous to the war were employed upon the land.

Britain ordinarily imports her bread stuffs from many countries, including Russia, India, Australia, South America, United States and Canada.

This year, war and famine combine to curtail the usual wheat imports of Great Britain. The result is that the civilian population is already on war-bread rations and in the army the strictest of regulations are in force against waste.

In 1916 the wheat crop was short throughout the world. The harvest for 1917 in many countries will also be a partial failure. There is at best only an average crop in Canada this year. The United States has only a comparatively poor crop.

The Argentine Republic's crop is so small that the Government placed an embargo upon the export of wheat.

Russian wheat is cut off by the enemy grip on the Dardanelles and the Baltic. No supplies are available from Roumania. Part of France is devastated. Sixty million men are under arms consuming more than in peace times, or have been withdrawn from work of production. And these men must be fed from the diminished output of those who are left on the land.

By raising the milling percentage of flour and including some more of the whole wheat than is normally included in white flour, Great Britain has effected a saving of 10 per cent. But even at that the people of the Old Country are reduced to a ration of four pounds of this war-bread per week per person compared with 5½ pounds of white bread per person, weekly in times of peace.

The requirements of the Allies for 1917 from other countries as stated by Mr. Level of the French Mission to the United States, are as follows:

	Bush.
United Kingdom.....	225,000,000
France.....	175,000,000
Italy.....	90,000,000
Belgium and Portugal.....	50,000,000
European neutrals.....	10,000,000
Other neutrals.....	5,000,000
	555,000,000

Later figures increase the totals for western European allies to 577,000,000 bushels.

The bulk of this requirement will have to come from North America. If this continent fails to supply it thousands will starve while the supplies for the armies will be dangerously jeopardized.

The crop of the United States for 1917 was estimated in August at 653,000,000 bushels.

The normal consumption of the United States is 600,000,000 bushels, leaving only 53,000,000 for export according to the August report.

Canada's 1917 crop is estimated at 254,000,000 bushels.

Canada consumes about 50,000,000 bushels with an allowance of 50,000,000 more for seed and loss in cleaning.

That leaves 154,000,000 bushels for export from Canada plus 53,000,000 from the United States.

577,000,000 bushels are needed. There is thus a shortage of 370,000,000 bushels. If all this shortage had to be met by Canada and the United States, in proportion to population Canada would have to make up 7 per cent of the total, or 25,900,000 bushels. To do so it would be necessary for the people to cut down their consumption of flour by over one-half. But more distant countries can provide a part of this shortage. It is essential that Canada should

Waste not and our armies will want not.

supply at least 12,000,000 bushels. This will still leave 38,000,000 bushels for home consumption, an allowance per annum of $4\frac{3}{4}$ bushels per head of population or over a barrel of flour.

“Four-fifths of our wheat supplies come from overseas; without those supplies we should starve.”—Lord Rhondda, British Food Controller, speaking in the House of Lords, July 26.

WHOLESOME WHEAT SUBSTITUTES.

MANY countries, such as parts of China and India, the most densely populated sections of the globe, do not use wheat whatsoever. Rice is a staple in China, India, Japan and many other countries.

Wholesome substitutes for wheat flour and other wheat products are numerous. By alternating some of these with flour and increasing the use of vegetables and other wholesome perishable foods, our diet according to medical authorities will be improved.

Some good examples of wholesome substitutes for wheat are:—

Oatmeal, cornmeal, rice, buckwheat flour, rye flour, potatoes in various special dishes, etc.

Bulletins informing people of ways to save wheat are being supplied to the local Canadian Food Service Committees.

THE SUBMARINE SIEGE.

LORD Rhondda, Britain's Food Controller, has appealed directly to Canada for an answer to Germany's threat of starvation by submarine blockade.

The figures as issued by the British Admiralty covering the twenty-six weeks between February 1 and August 18, the first half year of the present German campaign show a total lost tonnage since January of 2,000,000 gross or about 10 per cent of the total British mercantile marine. The figures do not include French, Italian or other Allied losses, nor the losses to tonnage of neutral nations.

These figures explain a condition which makes the Allies in Europe look to America for supplies. The voyages are shorter than to other countries where supplies are usually obtainable. Fewer ships are needed. It takes three ships to land equal tonnage in Great Britain from New Zealand to one ship from Canada. The distance is three times as great. Protection of the longer routes is that much more difficult. The main Atlantic shipping routes can be guarded effectively.

923 BRITISH VESSELS SUNK IN $6\frac{1}{2}$ MONTHS.

Since the Beginning of Unrestricted Submarine Warfare on Feb. 1st, 1917.

Period.	1,600 tons and over.	Under 1,600 tons.	Fishing Vessels.	Total.
Feb. 1-17.....	46	27	26	99
Week ending Feb. 25.....	15	6	3	24
March.....	61	25	37	123
April.....	132	52	41	252
May.....	78	40	24	142
June.....	85	25	11	121
July.....	82	18	27	127
July 27-Aug. 18.....	50	7	5	62
	549	200	174	923

Preach the good old-fashioned doctrine of the clean plate.

SAVE BEEF — SAVE BACON.

THE most easily preserved and stored meats to handle for export are beef and bacon. They have the highest concentrated food value and therefore by their shipment best use is made of the diminished tonnage available.

Britain imports a great part of the beef and bacon consumed by her civil population in normal times.

With armies and allies to feed and a diminished home production, she is more dependent on imports than ever.

The total consumption of beef and bacon in Great Britain 1911-14 was 25,525,000 hundred-weights.

The home supply was only 15,875,000 hundred-weights.

The imports were 9,650,000 hundred-weights or 37·8 per cent.

In 1914, Argentina supplied Britain 5,993,126 hundred-weights of beef. This year, Argentina is practically "off the British market" because of the shortage of tonnage.

In 1914, Australia and New Zealand supplied 2,027,681 hundred-weights. Shortage of tonnage practically cuts off these sources of supply in 1917 also.

In 1914, the imports of bacon to Great Britain were 5,098,080 hundred-weights. These were increased by war demand in 1916 to 7,435,955 hundred-weights.

How these imports have fallen off in 1917 is shown by the figures for the first two months of the year, the only months covered by statistics yet published.

JANUARY AND FEBRUARY.

	1915.	1916.	1917.
	Cwt.	Cwt.	Cwt.
Argentina.....	474,697	617,744	349,138
Australia.....	294,939	23,343	49,436
New Zealand.....	114,327	109,709	85,737

How much Great Britain is dependent upon the beef supplies of North America this year is shown by the increased imports from the United States for the same periods:

	1914-15	1915-16	1916-17
	Cwt.	Cwt.	Cwt.
United States.....	39,983	94,287	150,538

The total British imports for the same months show a serious decline.

	1914-15	1915-16	1916-17
	Cwt.	Cwt.	Cwt.
Total.....	981,234	919,761	696,736

The war has created an extraordinary demand for beef and bacon. The rations for British soldiers at the front are 1 pound of beef per day and 4 ounces of bacon as compared to an average of 63 lbs. of beef and 33 lbs. of pork per person for a whole year in times of peace, counting men women and children.

Munition workers also require more meat than in peace times at their ordinary occupations.

As England has commandeered the commerce in refrigerated meats she must in law and duty bound supply in large part the armies and peoples of our allies, France, Italy and Belgium. The British Food Committee reported last

No beef or bacon Tuesday or Friday. Eat more fish.

September that the demand of the allied armies equalled the total imports, leaving only domestic production for the home population. The number of cattle in France was decreased during the first year of the war by 21,300,000 head.

CANADA'S SHIPMENTS TO BRITAIN, FRANCE AND ITALY SINCE THE WAR.

Year.	Bacon.	Beef.
	Lb.	Lb.
1914.....	23,620,861	190,787
1915.....	72,041,299	1,330,282
1916.....	144,228,501	29,348,392
1917.....	207,284,673	33,723,791

Our cattle and hogs are not increasing. We must decrease our home consumption if we are to increase our exports.

The census for the first three years of the war tells the story.

Our Canadian Herds are Decreasing.

	1914.	1915.	1916.
Cattle.....	3,363,531	3,399,155	3,313,519
Hogs.....	3,434,261	3,111,900	2,814,672

Nor is it possible to increase the breeding herds in time to be of use in the present food crisis. It takes 2½ years to mature a cow, and another 3 years to produce and mature her calf for beef; a year and a half to mature a ewe and another year to produce and mature her lamb for mutton; eight months to mature a sow and ten months more to produce and fatten her young pigs.

EAT MORE FISH.

CANADA produces plenty of Fish and should have a plentiful supply for home consumption.

Canada with a great coast line on the east and west, and the largest fresh water lake system in the world should eat more fish. Dealers say they supply the demand. It is for the people to demand more and thus force the creation of a greater supply.

Tell people to ask their dealer for fresh fish. Ask him why he does not get fresh salt water fish. By arrangement through the Food Controller special fish cars have been provided to bring Atlantic fish to Central Canada to sell at fair prices so that people may be encouraged to eat more fish and save beef and bacon.

Fish, doctors say, is a very wholesome, healthful food. For years they have been telling the people of Canada they eat too much meat. Canada and the United States are the greatest meat consumers, per head of population, in the world.

Meat is largely protein. Protein is flesh and muscle forming. People, unless at hard manual labour, do not need red meat three times a day every day in the week. They could get along on meat once or twice a week without suffering in health in most cases. Italian labourers in our streets live and work without much meat. They are born vegetarians and fish eaters.

Fish is especially suitable for people of the cities at indoor or sedentary occupations. Fish restores nervous energy and is especially suitable for brain workers.

Fish costs 10 to 20 cents a pound retail whereas roast beef costs about 30 cents a pound, and bacon 45.

Eat more fish and save beef and bacon.

Waste means defeat. Help the fighters to win.

AN APPEAL TO THE WOMEN OF CANADA.

By W. J. HANNA, Food Controller.

EVERY woman in Canada is required for food service. Our domestic consumption of flour, wheat, beef and bacon must be reduced by 25 per cent. If this is not done by us the armies on the battlefield will be greatly handicapped in their struggle for victory. There must be concerted effort on the part of the Canadian people to release storable food for export.

The women in Canada have met every appeal that has been made to them so splendidly, I have confidence they will respond to this latest call upon them.

Germany is trying to starve our Mother Country and your boys at the front.

What are you going to do about it?

Ways are before every housewife of the Dominion in which she can help the food situation materially. Some of these are:

1. By signing the Food Service Pledge.
2. By personal saving of bread and flour in her own home.
3. By personal saving of beef and bacon in her own home.
4. By using perishable foods. (Save the garden truck which has been produced so abundantly this summer. Preserve, can, dry and store.)
5. By serving her family more fresh fish instead of beef and bacon.
6. By substituting other cereals like cornmeal, buckwheat flour, rice and oatmeal in place of wheat products.
7. By carefully seeing that good food is not thrown into the garbage can. Every year in this country \$50,000,000 worth of good food is wasted by kitchen carelessness.
8. By preaching in her home the good old-fashioned doctrine of the clean plate. Do not let the children waste food at their meals. Do not waste it yourself. Waste in war time is a crime.
9. By casting aside the foolish notion that carefulness in serving food without waste is "stinginess". It is not. It is common sense and a duty to the country.
10. By organizing with other women in your community to carry out the regulations suggested by the Food Controller.

Women of Canada, your work is of vital importance, and the kitchen dress has become a uniform in which you may serve the Empire and humanity even as your men in the King's Uniform. Their service cannot become effective without your help.

Sign the Food Service Pledge. Organize your household for victory.

WHAT BRITAIN IS DOING TO SAVE FOOD.

Britain is on rations.

Britain eats war-bread.

The weekly bread allowance per person in England is four pounds.

Sale of fresh bread is prohibited. It must be at least 12 hours old.

Meat is prohibited in public eating places one day per week.

Waste of food is heavily penalized.

Hoarding of food in private homes is heavily penalized.

The people are "honor bound" to observe the regulations of the Food Controller.

British Sacrifices Have Produced Results.

Kennedy Jones, late Director of Food Economy, under whom the voluntary campaign was organized, reports in a message to the Food Controller, that in four months, the consumption of bread was cut down 20 per cent, and of wheat by $33\frac{1}{2}$ per cent. And this despite the shortage of potatoes and other bread substitutes of which there will be plenty in Canada this Fall and Winter.

"Eat less Bread" was the slogan in Britain and loyally have the British people done their part.

JOINT ACTION FOR FOOD CONTROL.

Joint action to secure essential commodities for export while protecting the general public against exploitation and permitting fair returns to producers is the plan of the British, Canadian and American Food Controllers.

A reduction of at least 25 per cent. in home consumption of wheat, beef and bacon in the Dominion is essential if sufficient quantities are to be released for export to Great Britain and our European Allies. The British Government has prohibited the import of bacon, butter, hams, and lard except under license. The British Food Ministry has established a single Government buying agency in the United States for these products, and makes all purchases through this agency, beginning September 3rd. The establishment of this agency insures international action by the British, United States and Canadian Food Controllers to eliminate the speculation in food due to free individual competition in Britain, France and Italy, which has resulted in the exorbitant prices that have been paid, both there and in America.

Canada must save 12,000,000 bushels of wheat this year.

THE FOOD SERVICE PLEDGE.

(Speakers Should Explain the Plan and Urge People to Sign the Service Pledge Cards.)

EVERY household in Canada should be pledged to the saving of waste in foodstuffs and voluntary co-operation with the Food Controller.

British households have bound themselves in honour to observe the food regulations. Every woman signing the pledge is a "Food Controller". The United States has also circulated food service pledge cards for the people to sign and they are sending them into Washington by hundreds of thousands.

The Food Controller for Canada is also issuing pledge cards to be signed by housewives. They will be circulated from house to house by canvassers sent out by the combined Women's Organizations in every province.

These cards will be signed in duplicate, one to keep, the other to be filed at provincial headquarters in each province.

With these pledges goes another card to be placed in the window of the home as an outward and visible sign that this household has joined in the national organization of the Food Controller.

Food saving is the duty of every individual in this world crisis. Every one must realize the truth personally. Hence the importance of these pledge cards.

The pledge card reads:

"Realizing the gravity of the food situation, and knowing that Great Britain and our Allies look to Canada to help to shatter Germany's threat of starvation, I pledge myself and my household to carry out conscientiously the advice and directions of the Food Controller that requisite foodstuffs may be released for export to the Canadian Divisions, the British forces and people, and the Allied armies and nations."

The window card reads:

"To win the War this household is pledged to carry out conscientiously the advice and directions of the Food Controller."

Every man and woman in Canada should join the organization for saving. Only thus can results be obtained worthy of Canada and the need of the situation.

Food regulations in Germany began by autocratic methods of centralized official control of the people's daily food. **THESE MEASURES FAILED.**

In England, the voluntary co-operation of the people was sought and the people responded. The "honour bound" system has been immensely successful.

People carry out the regulations in a cheerful voluntary spirit, knowing that their service is a service to the army and to the cause for which the army is fighting, and that the inconvenience is trifling in comparison to the discomforts, the hardships and the suffering that the men at the front endure for them.

Kitchen carelessness costs Canada \$50,000,000 in good food yearly.

CANADA MUST ORGANIZE.

THE people of Canada are asked to organize for food service. First of all they are asked to sign the Food Service Pledge Card. That comes into the personal daily life of everybody. Then the Food Controller asks that committees be formed in every province, county, city, town and village to organize plans for carrying out food economies and the elimination of waste in the local consumption, production, and distribution of foods.

Every organization already at work is asked to co-operate in this great Dominion-wide service—particularly Women's Organizations. Food is directly in their department.

These organizations should include the officers and members of provincial and local governments, the churches, the schools, the various women's organizations (name the local bodies), the various patriotic and benevolent societies, the labour organizations, the business man's organizations, social clubs—every organization no matter what its original purpose. Their machinery should be utilized in this service so that effort will be co-ordinated and systematized. Only thus can necessary results be secured.

Committees for Food Service work should be composed of the most active and useful workers chosen from the various organizations now in the field. Each member should contribute the knowledge and experience he brings from his own special sphere, and enlist the co-operation of all the members of his own organization in the great effort of Canadian Food Service as a duty to the country, to the Empire, to the soldiers and to the world.

CANADA MUST PRODUCE.

THE FIRST PLACE for eligible men is—at the front. Others who are employed at occupations not actually necessary to national life should enroll with the Food Controller's or some other organization engaged in securing men for the farm. There are still others, though in essential occupations, who should be released temporarily at seed time and harvest. Help must come from the cities.

In every city, town and village are men who, by their training on the farm earlier in life, can readily adapt themselves again to farm work.

Capable men and boys should not allow their lack of farm experience to stand in the way of their helpfulness.

The call to Canada is to produce—produce as well as save. Canada has the arable land, millions and millions of acres of it.

We are 3,000 miles away from the actual conflict. Canada and the United States are belligerent countries who enjoy immunity from the devastation of war. Nothing should interrupt the producers who stay home in this work of supporting the men who have gone to the front, and their families, and the national life these men are fighting to preserve.

Labour must be supplied to the farms by the cities in time of war when labour is scarce.

Canada is the base of supplies. Canada must not fail. Canada must produce.

"The line which the British Empire holds against the Germans is held by those who work on the land as well as those who fight on land and sea."—Lloyd George.

Britain looks to Canada to shatter Germany's threat of starvation.

ANSWERS TO QUESTIONS.

Q. Why are so many eggs in cold storage warehouses?

A. Eggs accumulate in cold storage at the end of the packing and surplus egg production season. If storage houses did not have them in store now it would be as serious in its way as if there were no grain in the granaries at the end of October.

Q. Why is there so much butter in cold storage warehouses?

A. We are nearing the end of the surplus production and storage season. The demand for fats in Europe is becoming greater every day. Anxious inquiries for fats of all kinds are being made. The demand will be still sterner in the near future to spare all kinds of fats for export. Butter exports from Canada were 1,000,000 pounds before the war. Last year they were 7,000,000 pounds.

Q. Why are large quantities of beef in storage?

A. Because by the marketing of grass-fattened animals every fall a comparative surplus of beef occurs which is taken care of by cold storage. Every pound of beef in storage is capital on which we can draw for supplying our friends in need overseas.

Q. Is there a marked decrease in food animals in the Allied Countries?

A. So imperative is the demand for meat to feed the armies that there has been a decrease of 33,000,000 head in the Allied Countries and of 114,000,000 head in the number of food animals in all Europe.

Q. If then there is such a demand for beef overseas, and when the price in Canada is so high, why are cattle and hogs allowed to be shipped from Canada across the border.

A. We cannot discriminate against the United States, one of our allies in the war and the source of our supplies of coal and many other necessities. There is a reciprocal movement of American beef and bacon into Canada. So that the net gain in supplies is on our side of the line.

The Canadian Customs figures show the following comparisons for fiscal year ending March 31st, 1917:—

CANADA AND THE UNITED STATES.	Imports.	Exports.
Cattle (head).....	3,094	104,979
Sheep (head).....	67,742	58,448
Swine (head).....	1,885	1,180
Beef (lbs).....	11,625,807	10,039,593
Mutton (lbs).....	2,458,104	44,543
Pork (lbs).....	80,368,327	1,037,598
Bacon, etc. (lbs).....	13,799,249	169,058
Other meats (lbs).....	58,502,259	2,112,642
Lard (lbs).....	2,529,388	375

Q. Why are beef and bacon asked for and not other meats?

A. These meats are most needed by the armies, keep best, and are most easily shipped under conditions of reduced tonnage.

Q. Why is the killing of veal not prohibited by the Food Controller?

A. Because it would be unwise to keep all calves born. Some are naturally unprofitable for beef animals and would not be profitable to either beef producer or consumer if reared to maturity.

Cut your white bread allowance by a quarter and save wheat.

Q. In what way is the supply of milk affected by the war.

A. The Allies need canned milk for the soldiers' hospitals. Milch cows are rapidly decreasing in Europe. France, for example, has drawn upon her dairy herds for beef, reducing the number of milch cows 25 per cent between 1913 and 1916. Since then the decrease has been still greater. Canada is called upon to supply every can of milk possible. Cheese, a form of concentrated milk easily transported, is also in war demand. Thus the shipment of these two articles has greatly reduced the total amount of milk remaining for home consumption in Canada.

Q. Why do you ask for wheat only? Why not corn?

A. Canada has wheat to ship. Canada is not a great corn producing country.

Q. Why not ship mutton as well as beef?

A. We produce comparatively little mutton, and mutton is not so easily transported unless frozen.

Q. Why do you allow free consumption of fresh pork while restricting the use of bacon?

A. The demand for bacon takes care of the fresh pork situation.

WASTE NOT — WANT NOT.

FOOD waste in war time is a crime. People in Europe are starving for food. Belgium is devastated and the crusts Canada throws away would be picked out of the dirt and eaten by the starving Belgians, Serbs, Poles and other unfortunates of the war zone.

Canada wastes an enormous amount of good food every year. The Food Controller gives \$50,000,000 as a conservative estimate. Expressed in wheat at \$2 a bushel, this would be 25,000,000 bushels, whereas we are asked to save but 12,000,000 this year out of normal consumption. Expressed in meat at say 40 cents a pound it would be 125,000,000 pounds or enough to supply a Canadian army of 500,000 men for 200 days.

The bones thrown into the garbage pails every day contain the essence of hundreds of plates of soup.

The bread thrown there every day is a waste of thousands of loaves.

No bone should leave the kitchen until every scrap of marrow has been boiled out of it; no scrap of bread should ever be thrown away.

The woman who wastes a crust, wastes the war effort of the farmer, the miller, the store-keeper and the transportation and delivery men. This is a time when every man's work is valuable to the country to supplement the invaluable work of our soldiers.

Watch everything! Watch against waste in the kitchen and in the pantry. Watch against waste in the cellar and in the dining-room. As much food is wasted in the eating as in the cooking.

Food Control must be personal in every household.

POINTS FOR SPEAKERS.

DO NOT BE CONTENT with merely convincing yourself of the facts of the food situation. TALK about them—spread them. Make your friends and acquaintances, chance fellow passengers, business associates, realize them. The facts are of vital importance to the war situation. To win this war we must provide food for the armies, for the people of Great Britain and the Allies. Economy and unselfishness are as necessary to-day as courage and generalship, if we are going to win this war.

If you are speaking on this subject from a public platform—

1. Convince YOURSELF.
2. Become familiar with the salient facts, and absorb all the details bearing upon them you can acquire from the newspapers and your daily observations.
3. Bring in local applications.
4. Impress upon people that the first object of the Food Controller is to feed the armies. To save FOOD is of more importance now than to save money.
5. Urge people to give substitute foods for wheat, beef and bacon a fair trial. They may go against tastes and prejudices at first but a cheerful spirit will overcome everything.
6. Keep hammering on the fact that the WOMEN are the real Food Controllers of Canada.
7. Be clear in your statements, and sure of your facts.
8. Do not be afraid of repeating the main food facts and remember we must save BREAD, BEEF and BACON.

You are honour bound to food-service. Sign the Pledge.

THE KING'S MESSAGE TO CANADA.



"I learn with the deepest gratification of the effective steps being taken in the Dominion of Canada towards providing those increased supplies of food which are absolutely essential to the defeat of the enemy's devices and to a speedy and successful termination of the war. I have no doubt that the self-sacrifice displayed on the battlefields of France by my heroic troops will find its counterpart in the efforts of those who, at home in the Dominion, are devoting themselves to this work. All those thus loyally engaged contribute in important measure towards assuring victory."—George R.I.